## ORDER

Order / Rev: 35842 Alt Order #: 08801774

Estimate: 1189

Flight Dates: 10/30/12 - 11/06/12

Original Date / Rev: 05/15/12 / 10/30/12

Order Type: **GENERAL**  KLAS

K-WAS

Primary AE: Mike Jones

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

National

Agency

Orders

Name: **GMMB** 

**Buying Contact:** 

Product Desc:

Maura Gilroy Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

OCEQUERA/CON/DEM

Agency Commission:

Broadcast EOM/EOC

15%

Cash

Advertiser

Name:

Priority:

Oceguera, John CD3

Demographic:

A25-54 P01

**Product Codes:** 

LV2

AGY, POL, CAND Revenue Codes:

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

3

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	11	\$5,000.00	\$4,250.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
November 2012	11	\$5,000.00	\$4,250.00		
Totals	11	\$5,000.00	\$4,250.00	0.00	

:30 (\$225.00) 0.00 NM

00:15:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$5,000.00
Market	100%	\$16,666.67

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$4,166.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$833.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

8 10/30/12-11/05/12 8 News Now 5a M-F

	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots F	Rate Pri	Rtg Type	Spots	Amount
•	E 1	8	10/30/12	11/05/12	8 News Now 5a M	1-F CM	5-6a	MTWTF	:30	2 \$2	25.00LV2	0.00 NM	1	\$225.00
					8 News Now 5a N	Λ-F								
		8 NEWS	NOW AT	5A										
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/3	30/12	11/05/12	MTWTF	2	\$225.00	0.00			-			
	Spo	t Ch	Date Range	ge <u>D</u>	escription	Stan	t/End Time	$\overline{\Lambda}$	<u>Veekdays</u>	<u>Length</u>		Rtg Type		

MTWThF----

5-6a

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KLAS

Order / Rev: 35842 Advertiser:

Alt Order #:

PRICE IS RIGHT

08801774

Oceguera, John CD3

Flight Dates: 10/30/12 - 11/06/12 Estimate: 1189

Product Desc:

OCEQUERA/CON/DEM

Ln Ch Start End I	nventory Code Break	Start/End	Γime Days	Len Spo	ts Rate Pri	Rtg Type S	pots	Amount
E 1 8 10/30/12 11/05/12 8	News Now 5a M-F CM News Now 5a M-F	5-6a	MTWTF	:30	2 \$225.00LV2	0.00 NM	1	\$225.00
8 NEWS NOW AT 5A <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/Week MTWTF 2	<u>Rate</u> \$225.00 /End Time	Rating 0.00	<u>Weekdays</u>	<u>Length</u> <u>Rate</u>	Rtg Type		
E 2 8 11/06/12 11/06/12 8	News Now 5a M-F CM News Now 5a M-F	5-6a	-T	- :30	1 \$225.00LV2	0.00 NM	0	\$0.00
8 NEWS NOW AT 5A <u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays         Spots/Week           -T         1           scription         Start	<u>Rate</u> \$225.00 /End Time	Rating 0.00	<u>Weekdays</u> -T	<u>Length Rate</u> :30 (\$225.00)	Rtg Type 0.00 NM		
E 3 8 10/30/12 11/05/12 8	News Now 6a M-F CM News Now 6a M-F	6-7a	MTWTF	- :30	1 \$275.00LV2	0.00 NM	0	\$0.00
8 NEWS NOW AT 6A <u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays         Spots/Week           MTWTF         1           scription         Start	<u>Rate</u> \$275.00 <u>/End Time</u>		<u>Weekdays</u> MTWThF		Rtg Type 0.00 NM		
E 4 8 11/06/12 11/06/12 8		6-7a	-T	- :30	1 \$965.00LV1	0.00 NM	1	\$965.00
8 NEWS NOW AT 6A  Start Date End Date  Week: 11/05/12 11/11/12  E 5 8 10/30/12 11/05/12 0	Weekdays Spots/Week -T 1 CBS This Morning 7-9a CM CBS This Morning	Rate \$965.00 7-9a	Rating 0.00 MTWTF	- :30	1 \$200.00LV2	0.00 NM	1	\$200.00
CBS THIS MORNING Start Date End Date	Weekdays Spots/Week	Rate	Rating					
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	MTWTF 1	\$200.00	0.00					
	CBS This Morning 7-9a CM CBS This Morning	7-9a	-T	- :30	1 \$700.00LV1	0.00 NM	1	\$700.00
CBS THIS MORNING  Start Date  Week: 11/05/12 11/11/12	Weekdays Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00					
E 10 8 10/30/12 11/05/12 L	ive w/Kelly CM Live With Regis & Kelly	9-10a	MTWTF-	- :30	1 \$300.00LV2	0.00 NM	0	\$0.00
LIVE! WITH KELLY  Start Date  Week: 10/30/12 11/05/12	Weekdays     Spots/Week       MTWTF     1       scription     Start	Rate \$300.00 t/End Time a	Rating 0.00	Weekdays MTWThF		Rtg Type		
E 11 8 11/06/12 11/06/12 L		9-10a	-T	- :30	1 \$300.00LV2	0.00 NM	0	\$0.00
LIVE! WITH KELLY  Start Date  Week: 11/05/12 11/11/12		Rate \$300.00 t/End Time a	Rating 0.00	Weekdays -T	The second secon	<u>Rtg Type</u> ) 0.00 <i>NM</i>		
E 12 8 11/06/12 11/06/12 F		10-11a	-T	- :30	1 \$1,575.00LV1	0.00 NM	1	\$1,575.00
PRICE IS RIGHT	Price Is Right							

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KLAS

Order / Rev: 35842

Advertiser: Oc

Product Desc:

Oceguera, John CD3

Flight Dates: 10/30/12 - 11/06/12

08801774

Alt Order #:

Estimate: 1189

OCEQUERA/CON/DEM

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 12 11/06/12 11/06/12 Price Is Right CM 10-11a :30 \$1,575.00LV1 0.00 NM \$1,575,00 Price Is Right PRICE IS RIGHT Start Date End Date Weekdays Spots/Week Rate Rating Week: 11/06/12 11/12/12 -T----1 \$1,575.00 0.00 E 16 10/30/12 11/05/12 8 News Now Noon M-F CM 12-1230p MTWTF--:30 \$325.00LV2 0.00 NM 0 \$0.00 8 News Now Noon M-F 8 NEWS NOW AT NOON Weekdays Start Date End Date Spots/Week Rating Rate MTWTF--Week: 10/30/12 11/05/12 \$325.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type :30 (\$325.00) 0.00 NM 12-1230p MTWThF----3 8 10/30/12-11/05/12 8 News Now Noon M-F Credited [due cut backs] 8 10/30/12 11/05/12 1230-2p Soaps/ LMAD CM 1230-2p MTWTF--:30 \$375.00LV2 0.00 NM 0 \$0.00 Soaps / Let's Make A Deal (12:30 PM-1:00 PM) THE BOLD AND THE BEAUTIFUL Weekdays End Date Spots/Week Rating Start Date Rate 11/05/12 MTWTF--\$375.00 0.00 Week: 10/30/12 1 Rate Rtg Type Ch Date Range Description Start/End Time <u>Weekdays</u> Length Spot (12:30 PM-1:00 MTWThF----:30 (\$375.00) 0.00 NM 8 10/30/12-11/05/12 1230-2p Soaps/ LMAD 1230-2p Credited [due cut backs] :30 \$425.00LV2 0.00 NM 0 \$0.00 10/30/12 11/05/12 Ellen CM 3-4p MTWTF--Ellen **ELLEN End Date** Weekdays Spots/Week Rating Start Date Rate 11/05/12 MTWTF--\$425.00 0.00 Week: 10/30/12 Rate Rtg Type Description Start/End Time Weekdays Length Spot Ch Date Range (\$425.00) 0.00 NM 3-4p MTWThF----:30 3 8 10/30/12-11/05/12 Ellen Credited [due cut backs] MTWTF--:30 \$450.00LV2 0.00 NM \$450.00 10/30/12 11/05/12 8 News Now 4p M-F 4-5p (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Rating Start Date **End Date** Weekdays Spots/Week Rate 0.00 MTWTF--\$450.00 Week: 10/30/12 11/05/12 \$500.00LV2 0.00 NM 8 News Now 5-630p M-FCM MTWTF--:30 1 \$500.00 10/30/12 11/05/12 5-630p F 22 8 News Now 5-630p M-F 8 NEWS NOW ROTATION Spots/Week Rating Start Date End Date Rate Weekdays 11/05/12 MTWTF--\$500.00 0.00 Week: 10/30/12 1 MTWTF--:30 \$600.00LV2 0.00 NM 0 \$0.00 10/30/12 11/05/12 8 News Now 11p M-F CM 11-1135p F 37 8 News Now 11p M-F 8 NEWS NOW AT 11PM Spots/Week Start Date End Date Weekdays Rate Rating MTWTF--\$600.00 0.00 Week: 10/30/12 11/05/12 Start/End Time Weekdays Length Rate Rtg Type Ch Date Range Description Spot MTWThF----:30 (\$600.00) 0.00 NM 11-1135p 8 10/30/12-11/05/12 8 News Now 11p M-F Credited [due cut backs] 10/30/12 11/05/12 Letterman CM 1135p-1237a MTWTF--:30 \$275.00LV2 0.00 NM 1 \$275.00 E 39 (11:35 PM-12:37 XM) Letterman LATE SHOW W/LETTERMAN Rating Spots/Week Rate Start Date End Date Weekdays MTWTF--\$275.00 0.00 Week: 10/30/12 11/05/12 \$30.00LV3 0.00 NM 2 \$60.00 10/30/12 11/05/12 137-237a M-F Elec Plyg@M 137-207a MTWTF--.30 Electric Playground Spots/Week Rate Rating Weekdays Start Date **End Date** MTWTF--\$30.00 0.00 Week: 10/30/12 11/05/12 2 \$50.00LV2 0.00 NM \$50.00 10/31/12 11/02/12 CM 4-5a --WTF--:30 1 N 46 8

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KLAS

Order / Rev: Alt Order #:

Flight Dates:

Ln Ch

35842

Advertiser:

Oceguera, John CD3

08801774 10/30/12 - 11/06/12 Product Desc:

OCEQUERA/CON/DEM

Len Spots

Estimate:

1189

11

End Inventory Code Start 8 News Now 4-5a

8 News Now 4-5a

Start Date End Date Week: 10/29/12 11/04/12

Weekdays Spots/Week --WTF--

Break

Rate Rating \$50.00 0.00

Start/End Time Days

Totals

Rate Pri Rtg Type Spots

\$5,000.00

Amount